

## Message Text

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61  
ACTION EB-07

INFO OCT-01 ARA-06 ISO-00 BIB-01 CIAE-00 INR-07 NSAE-00

COME-00 FCC-01 OTPE-00 EUR-12 PA-01 PRS-01 /037 W  
----- 002718

R 211605Z SEP 76  
FM AMEMBASSY CARACAS  
TO USIA WASHDC  
INFO AMEMBASSY BOGOTA  
AMEMBASSY BUENOS AIRES  
AMEMBASSY LA PAZ  
AMEMBASSY QUITO  
AMEMBASSY SNTIAGO  
SECSTATE WASHDC 4826

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SUBJECT: COLOR TV - VENEZUELA

REF: USIA 26938; CARACAS 10447 (NOT SENT USIA); CARACAS 10833,  
OCTOBER 17, 1975

1. DECISION HAS BEEN MADE BY PRESIDENT PEREZ THAT VENEZUELA WILL NOT REPEAT NOT HAVE COLOR TELEVISION DURING HIS ADMINISTRATION, WHICH ENDS IN MARCH 1979. THIS POLITICAL DECISION MADE ON THE BASIS OF NATIONAL PRIORITIES. INFORMATION SUPPLIED TO POST OFFICERS BY GOV OFFICIALS AND PRIVATE INDUSTRY LEADERS.

2. SYSTEM FAVORED BY GOV ENGINEERS IS PAL-M HYBRID USED IN BRAZIL. HOWEVER, NTSC FAVORED BY STATIONS (WHICH ALREADY HAVE CONSIDERABLE INVESTMENT IN NTSC EQUIPMENT, BY PROGRAMMERS (WHO USE PRIMARILY AMERICAN PROGRAMS), BY MILITARY (WHO DO NOT WANT BRAZILIAN PROGRAMS TO CROSS VENEZUELAN BORDERS, AND BY AN ESTIMATED 80,000 VENEZUELANS (WHO HAVE "ILLEGAL" NTSC COLOR RECEIVERS). MANUFACTURERS OF RECEIVERS CAN GO EITHER WAY WITHOUT DIFFICULTY.

3. U.S. MANUFACTURERS HAVE NOT MADE CONCERTED EFFORT IN MARKET SINCE INITIALS DEMONSTRATIONS SIX YEARS AGO. AT THAT

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TIME, PREVIOUS ADMINISTRATION WAS LEANING TOWARD NTSC BUT

POSTPONED DECISION ON SIMILAR PLITICAL BASIS AS PRESENT ADMINISTRATION. EMBASSY COMMERCIAL SECTION AND USDOC PLANNING MAJOR TRADE EXHIBITION LATE SEPTEMBER 1977 ON "TELECOMMUNICATIONS, RADIO AND TV" AT WHICH NTSC SYSTEM WILL BE PROMOTED TO THE DEGREE POLITICAL CLIMATE ALLOWS.

4. GERMAN MANUFACTURERS VERY ACTIVELY PROMOTING PAL SYSTEM AND THEIR PRODUCTS WITH GOV OFFICIALS AND ENGINEERS, THROUGH REPRESENTATIVES IN CARACAS, PROMOTION TRIPS TO GERMANY AND PRESENTATION OF PAL RECEIVERS TO A FEW INFLUENTIAL PERSONS.

HIGGINS

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TELEVISION BROADCASTING  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 21 SEP 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** CunninFX  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976CARACA11267  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ACTION EB  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 CARACAS 10447, 76 CARACAS 10833  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** CunninFX  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 14 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <14 JUL 2004 by ellisob>; APPROVED <22 OCT 2004 by CunninFX>  
**Review Markings:**

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EO Systematic Review  
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**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COLOR TV - VENEZUELA  
**TAGS:** ETEL, VE  
**To:** USIA  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006